

*EASTCHESTER DRIVE  
CORRIDOR PLAN*



*PHASE II UPDATE  
(between Lassiter Drive and Penny Road)*

*Adopted by City Council  
October 1994*

# *EASTCHESTER DRIVE CORRIDOR PLAN*



This Phase II Plan was adopted by the High Point City Council on October 20, 1994. The Plan amends the Eastchester NC/68 Corridor Plan adopted by the High Point City Council on May 15, 1986 and the Land Use Plan for High Point and its Environs adopted by the High Point City Council on January 7, 1992.

THIS PRINTED MATERIAL WILL BE PROVIDED  
IN AN ALTERNATIVE FORMAT UPON REQUEST

**EASTCHESTER CORRIDOR PLAN (PHASE II) UPDATE  
EXECUTIVE SUMMARY**

**PLANNING ISSUES**

Planning issues identified as important in Phase II of the Eastchester Corridor Plan, extending from Lassiter Drive to Penny Road (See Map 1), are as follows:

**Corporate Office Corridor** - Maintaining this section of Eastchester Drive as a Class A corporate office gateway to the city;

**Appearance Guidelines** - The need for Appearance Guidelines to maintain the desirability of Eastchester Drive as a high class office corridor;

**Eastchester/Wendover/Penny Road Focal Area Designation** - The desirability of designating an area located at the southeast corner of the intersection of Eastchester Drive/Wendover Avenue and Penny Road as a focal area to allow a mixture of office, commercial, and high-density residential uses;

**Limited Commercial Clusters** - Limiting commercial uses to well separated clusters, located at major intersections such as the Eastchester Drive, Wendover Avenue and Skeet Club Road intersection;

**Residential conversions to Offices** - The effects of converting existing homes into offices on the quantity and quality of development along this corridor;

**Deceleration Lane Policy** - The establishment of a fair and equitable plan and policy for the private construction of deceleration lanes in the corridor;

**East-West Connector Roads** - Providing a direct connecting roadway from Eastchester Drive to Penny Road, since much of the land to the east of Phase II is anticipated to develop residentially;

**Vehicular Access Point Limitations** - Minimizing access points to Eastchester Drive for nonresidential uses and encouraging larger scale nonresidential developments;

**Uses surrounding U.S 311 Bypass Interchange** - The feasibility of permitting highway service-oriented commercial uses at the intersection of the proposed U.S 311 Bypass Interchange with Eastchester Drive;

**Greenway Crossing to Festival Park** - A commitment to constructing a greenway crossing under Eastchester Drive to Festival Park at Oak Hollow Dam.

## **RECOMMENDATIONS**

The following recommendations are made in response to an examination of the issues in Phase II:

### **Aesthetic Recommendations**

1. DEVELOP APPEARANCE STANDARDS FOR ALL NEW OR RENOVATED NON SINGLE-FAMILY RESIDENTIAL BUILDINGS WITHIN THE CORRIDOR.
2. DISCOURAGE THE CONVERSION OF HOMES TO OFFICE USE, EXCEPT FOR SMALL SITES IN CLOSE PROXIMITY TO LARGE RESIDENTIAL SUBDIVISIONS.

### **Transportation Recommendations**

1. DEVELOP AND IMPLEMENT A DECELERATION LANE POLICY AND PLAN TO CONSERVE THE TRAFFIC CAPACITY OF EASTCHESTER DRIVE (Maps 3-5).
2. AMEND THE CITY'S THOROUGHFARE PLAN TO INCLUDE THE EXTENSION OF WILLARD ROAD BETWEEN DEEP RIVER ROAD AND EASTCHESTER DRIVE.
3. LIMIT FUTURE NONRESIDENTIAL ZONING TO SITES WITH A MINIMUM 200 FEET OF FRONTAGE ON EASTCHESTER DRIVE.
4. REQUIRE DRIVEWAYS FOR CORNER LOTS TO BE FROM SIDE STREETS ONLY.

### **Interim Land Use Recommendations**

Areas recommended for land use changes are shown on Maps 4 and 5.

1. AREA 1: DESIGNATE APPROXIMATELY 125 ACRES LOCATED SOUTH OF THE INTERSECTION OF EASTCHESTER DRIVE, WENDOVER AVENUE, AND PENNY ROAD AS A FOCAL AREA.
2. AREA 2: DESIGNATE 28 ACRES LOCATED EAST OF HICKSWOOD ROAD AND SOUTH OF THE FOCAL AREA FOR MEDIUM DENSITY RESIDENTIAL USE.
3. AREA 3: DESIGNATE 5 ACRES ALONG GARDENIA CT. FOR OFFICE USE.
4. AREA 4: DESIGNATE 55 ACRES ON BOTH SIDES OF DEEP RIVER ROAD, NORTH AND WEST OF WILLARD ROAD FOR OFFICE USE.
5. AREA 5: DESIGNATE 3 ACRES ON THE WEST SIDE OF EASTCHESTER DRIVE BETWEEN PORSHA LANE AND PLAINVIEW DRIVE FOR OFFICE USE.
6. RESTRICT COMMERCIAL DEVELOPMENT TO THE EASTCHESTER DRIVE/WENDOVER AVENUE/SKEET CLUB ROAD INTERSECTION.
7. RETAIN THE LAND USE DESIGNATION OF GENERAL OFFICE USE FOR THE U.S 311 BYPASS INTERCHANGE.
8. CONSTRUCT A CROSSING UNDER THE DEEP RIVER BRIDGE AT EASTCHESTER DRIVE TO FACILITATE COMPLETION OF THE LAKE-TO-LAKE GREENWAY TRAIL FROM OAK HOLLOW LAKE TO CITY LAKE.

# EASTCHESTER CORRIDOR PLAN (PHASE II) UPDATE

## INTRODUCTION

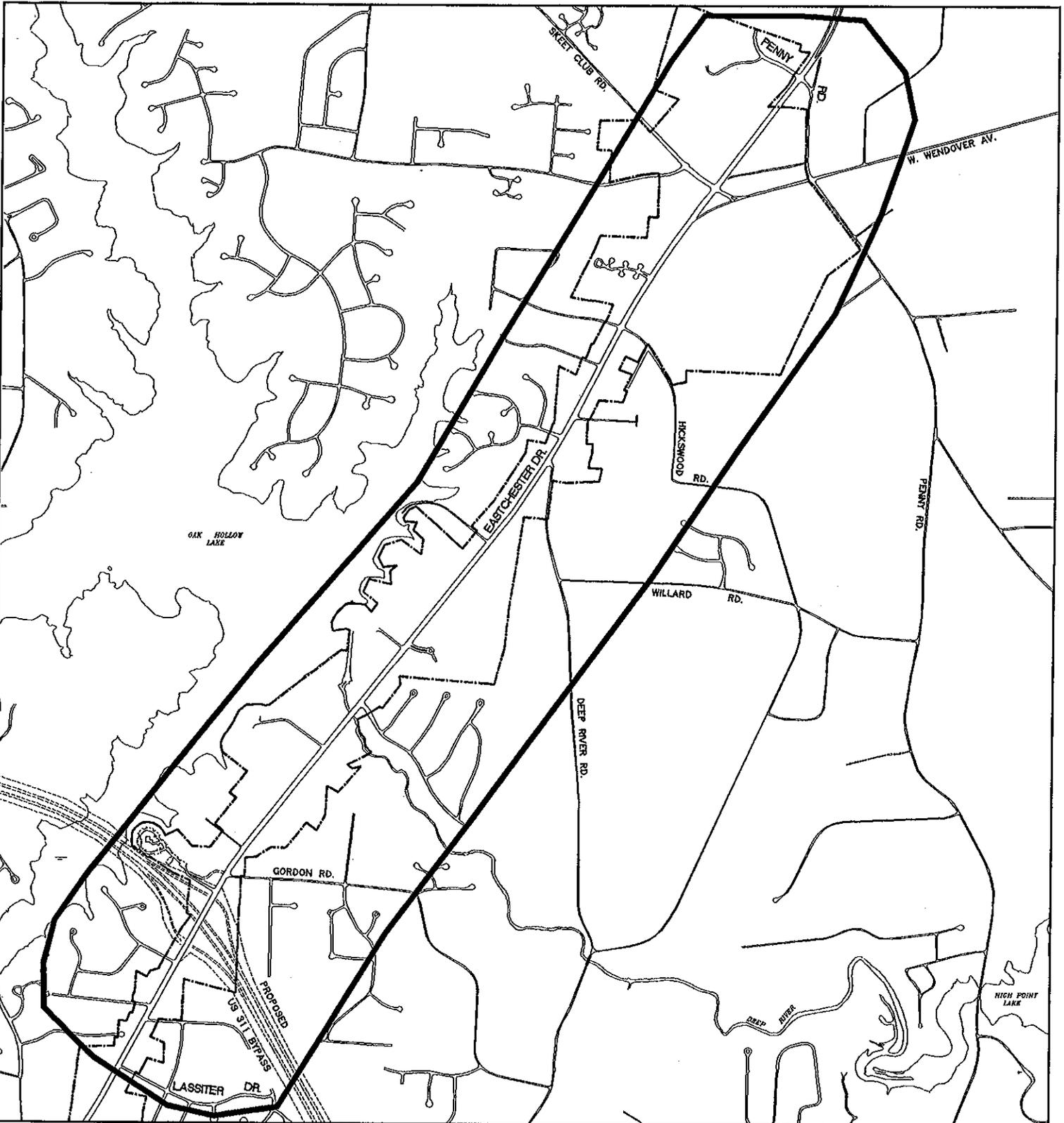
This study is a review and update of land use projections and policies for Phase II of the Eastchester Corridor, extending from Lassiter Drive to Penny Road, as shown on Map 1. Phase I extending from Main Street to Lassiter Drive has already been updated. Phase III, extending from Penny Road northward to Gallimore Dairy Road, will be updated by the end of 1994. The adoption of updates of all three phases will replace the 1986 Eastchester/NC 68 Corridor Plan.

One of the major recommendations of the 1986 Plan was the establishment of a Scenic Corridor Zoning Overlay for Eastchester Drive, with requirements that strive to maintain some of the wooded beauty of the Corridor while allowing fairly intense development along this major gateway to High Point. Amendments of some sections of the Scenic Corridor Zoning Overlay are in progress. This update reaffirms the need for the continuation of the Scenic Corridor Zoning Overlay.

## PLANNING ISSUES

The major recommendations of the 1986 Eastchester Corridor Plan, have generally been implemented (See Appendix). However, in addition to the issues identified in that plan, new issues have arisen that need to be addressed in light of recent development and zoning changes.

Planning issues identified as important in this section of Eastchester Drive are as follows:



**EASTCHESTER CORRIDOR PLAN PHASE II**

Map 1 Study Boundary  
 LEGEND

-  Study Boundary
-  Scenic Corridor Overlay District Boundary

Department of Planning  
 and Development  
 City of High Point

Date: May 9, 1994



Scale: 1" = 2000'

## **CORPORATE OFFICE CORRIDOR**

The majority of land located in Phase II with road frontage on Eastchester Drive is designated for office use. Several large scale corporate office developments have been completed since 1986 including Adams-Millis, Singer Furniture Company, and Tatum, Toomey and Whicker. Drexel-Heritage has just completed construction of 99,000 square feet of corporate offices and furniture showrooms.

The basic intent of land use policy in this area is to encourage high quality office development through: lot combination, minimum road frontage requirements, driveway limitations, deceleration lane construction and design standards. This Class A corporate office gateway to the city needs to be maintained.

## **APPEARANCE GUIDELINES**

A recommendation of the 1986 Eastchester Corridor Plan to adopt urban design requirements for all uses other than single-family residential did not then receive the support of City Council. However, as a result of developments that have since taken place in the Corridor, it is appropriate to investigate in some detail acceptable appearance standards for new buildings on Eastchester Drive, with the aim of maintaining a high aesthetic quality in the corridor. Through guidelines for building materials, color, internally unified treatment of multi-tenant developments and other matters, a visually appealing standard throughout the corridor can be achieved.

## **EASTCHESTER/WENDOVER/PENNY ROAD FOCAL AREA**

Continued development in the Eastchester Drive/N.C. Highway 68 corridor in combination with widening of Wendover Avenue and accelerated development along that corridor makes the intersection of Eastchester Drive and West Wendover Avenue among the most important in High Point. Moreover, the critical nature

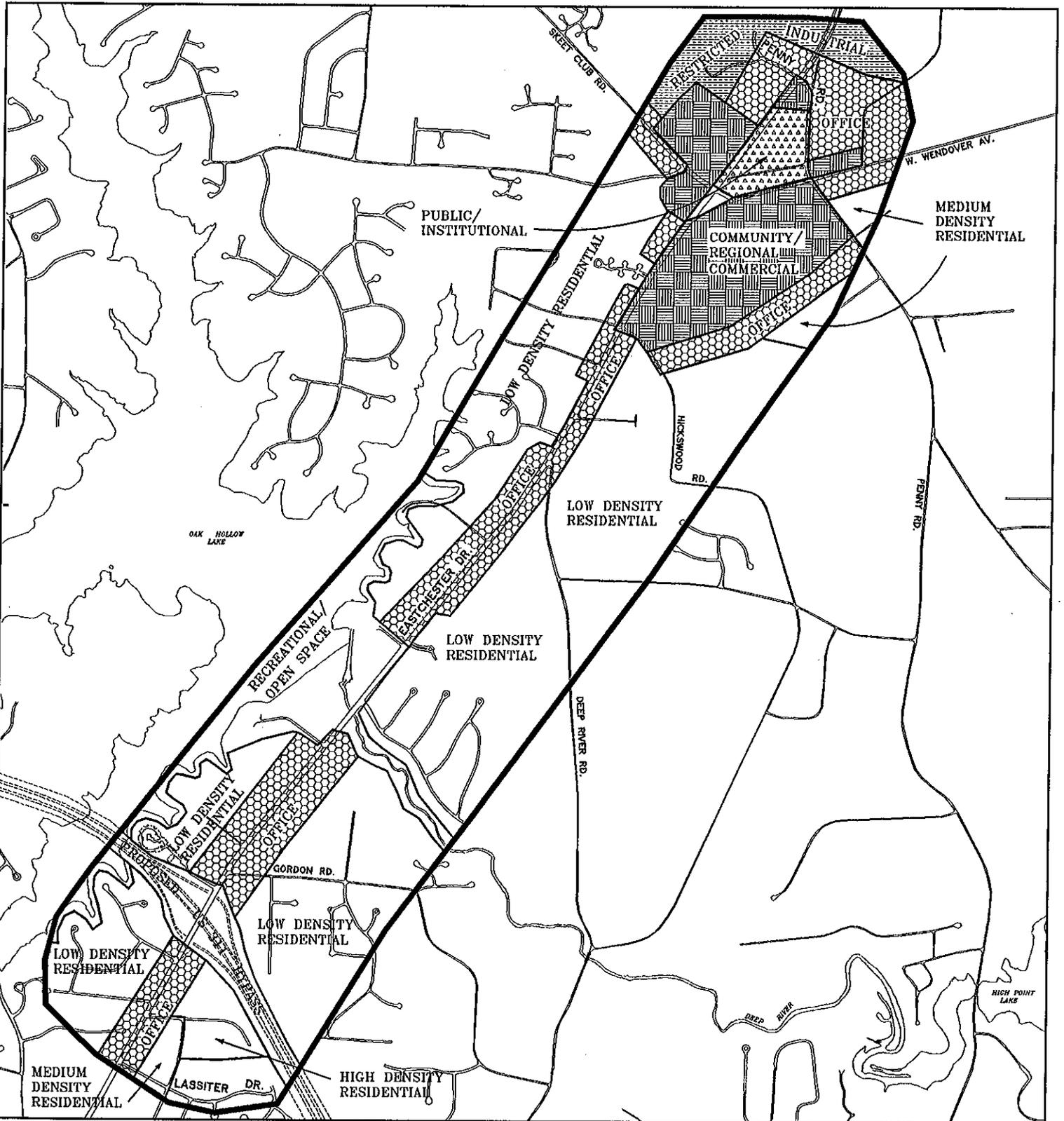
of the intersection is enhanced by the fact that two important gateways into the city join here - one from the Piedmont Triad International Airport, and the other from Greensboro.

In contrast to most of this section of the Eastchester Drive/N.C. 68 corridor, which is designated for corporate office uses, this area appears suitable for mixed developments offering a wide range of commercial, service, high-rise office, and high-density residential uses. However, in considering the type of development that would be appropriate at this location, concern for protecting the Deep River Friends Meeting which dates to the mid-eighteenth century arises because of its location in the northeast quadrant of the intersection. As there is no reason to suppose that any land use change is in the offing for the meeting house and its property, the primary concern is to mitigate any negative effects of development such as noise, traffic, and scale of development adjacent to the Deep River Friends Meeting.

This area appears appropriate for designation as a Focal Area. A Focal Area is designated where anticipated development pressures at certain locations of at least fifty (50) acres require flexibility in future land use arrangement, and guidelines governing the development of these areas. In a focal area the assembly of individual parcels is essential to foster unified developments with integrated access and design. In this area it is proposed that a public street network be developed to link Eastchester Drive and Hickwood Road to Penny Road .

#### **LIMITED COMMERCIAL CLUSTERS**

A major recommendation of the 1986 Eastchester Corridor Plan was to limit commercial uses to well separated clusters located at major intersections such as the Eastchester Drive, Wendover Avenue and Skeet Club Road intersection. The Planned Business cluster at Skeet Club Road and Eastchester Drive was proposed to have a neighborhood orientation to serve the residential areas to the west. Office uses were suggested for much of the Eastchester frontage between commercial clusters. This policy has been implemented to date and needs to be maintained (See Map 2).



**EASTCHESTER CORRIDOR PLAN PHASE II**

**Map 2 Existing Land Use Designations**

**LEGEND**

— Study Boundary

Department of Planning  
and Development

City of High Point

Date: May 9, 1994



Scale: 1" = 2000'

## **RESIDENTIAL CONVERSIONS TO OFFICE USE**

A significant proportion of Eastchester Drive designated for general office use consists of existing single-family residential buildings of varying quality. Some office development in the area may take the form of renovations of existing residential buildings to office use. Consideration therefore needs to be given to the effects along this gateway to the city, of converting existing homes into offices.

Conversion of homes to office use has implications for the type, scale, quantity and character of office development, in addition to the number of access points to Eastchester Drive. Conversions may result in either low-scale development or possibly under-development of sites. Conversions may be more appropriate at certain locations and therefore should form part of land use policy for the area.

## **DECELERATION LANE POLICY**

Five deceleration lanes exist in this phase of the corridor. Current policies requiring deceleration lanes in conjunction with new developments are being implemented in somewhat of a piecemeal fashion without the benefit of an overall plan. Construction of deceleration lanes, and the dedication of accompanying right-of-way on Eastchester Drive, are usually being requested as part of rezoning requests, when there is sufficient property frontage.

When there is not sufficient road frontage, developers are only being requested to dedicate right-of-way for a possible deceleration lane in the future. The Driveway Ordinance stipulates that in such a situation, the owner or developer shall also pay to the city an assessment equal to the cost of constructing a deceleration lane. To date, few if any assessments have been levied for properties on Eastchester Drive

which creates inequality with respect to those developments which have constructed lanes.

Requiring all new developments along Eastchester Drive to construct a deceleration lane is not desirable since it would in effect widen Eastchester Drive from five lanes to seven lanes and would promote unsafe traffic movements. Deceleration lanes need to have appropriate separation between them. In some instances however, a deceleration lane may need to be extended to serve two or three adjoining developments.

A clearer plan and policy needs to be developed that will determine the necessity for deceleration lanes based on existing and projected traffic, quantity of land designated for development, roadway speed, and sight distances at specific locations on Eastchester Drive.

#### **EAST - WEST CONNECTOR ROADS**

In examining this phase of the corridor which is approximately 3.2 miles in length, there are few intersecting roadways providing direct connections to other major arterials when compared to Phase I and Phase III. Only Wendover Avenue/Skeet Club Road, the future U.S. 311 Bypass and perhaps Gordon Road provide this function in Phase III. In Phases I and III, these connecting arterials occur every 1/2 to 3/4 mile. In Phase II, there are no direct connector roadways between Gordon Road and Wendover Avenue, a distance of 2 1/4 miles.

Since much of the land to the east of Phase II is anticipated to develop residentially, a direct connecting roadway to Penny Road is needed. Currently, this connection is made indirectly through Willard Avenue via either Hickswood Road or Deep River Road. The City's Thoroughfare Plan calls for the extension of Rivermeade Drive to Penny Road via Cole Avenue. However, extensive development will have to occur before this connection is completed.

A pragmatic, short-term solution to this problem is to call for the extension of Willard Road westward from Deep River Road to Eastchester Drive to Lake Forest Drive.

#### **VEHICULAR ACCESS POINT LIMITATIONS**

There are currently several areas in Phase II where individual lots have frontages less than 100 feet in width. These areas are indicated for future office use in the corridor plan. If these individual properties are rezoned, each property will be entitled to one driveway onto Eastchester Drive, unless shared access can be arranged with an adjoining property. The more driveways allowed onto Eastchester Drive, the more interruptions in traffic flows will occur, disrupting overall circulation.

The most effective means to reduce driveways onto Eastchester Drive is to implement a minimum lot frontage policy for future nonresidential zoning requests. A second means of limiting future driveways onto Eastchester Drive is to require future uses located on corner lots to take vehicular access from the intersecting side street only.

#### **U.S. 311 BYPASS INTERCHANGE**

The proposed U.S. 311 Bypass now under construction will have an interchange on Eastchester Drive immediately north of Timberlake Avenue and Eastway Forum. The feasibility of permitting highway service-oriented commercial uses at this intersection should be examined.

The segment of the Bypass now under construction and scheduled to be completed in 1996, is to terminate on the western side of Eastchester Drive. The schedule for the continuation of the Bypass beyond this point is uncertain.

The 1992 Land Use Plan for High Point shows land along Eastchester Drive in the vicinity of the interchange designated for general office use. A site at this location may have the

potential for a limited amount of highway business that can service users of the U.S. 311 Bypass. The northeastern corner of the intersection of Eastchester Drive and the proposed Bypass on either side of Gordon Road appears most suitable for any proposed commercial use. However, the 1986 Eastchester NC/68 Corridor Plan indicated that this intersection should be avoided as a site for future commercial uses. There are reservations that the designation of the northeast corner of the proposed intersection in the vicinity of Gordon Street for commercial use would hinder the future efficiency of the interchange, and possibly lead to the spread of further commercial use, particularly to the south of the interchange.

### **GREENWAY CROSSING TO FESTIVAL PARK**

There needs to be a commitment to extend the greenway by construction of the segment from the Boulding Branch at Deep River Road to Festival Park at Oak Hollow Lake. This trail will provide recreational opportunities for the residents of Foxwood Meadows, River Trace and East York subdivisions in addition to employees of the mid-rise office buildings located in proximity to the Oak Hollow Dam. It is important that this segment of the trail, that will eventually connect Oak Hollow Lake with High Point City Lake, be constructed. Funding for constructing a crossing under the Deep River Bridge at Eastchester Drive can hopefully be obtained through the Bikeway element of the North Carolina Transportation Improvement Program.

### **RECOMMENDATIONS**

Three groups of recommendations have been formulated to deal with the current issues facing this section of Eastchester Drive: Aesthetic, Transportation and Land Use. The aesthetic recommendations are intended to continue the high quality appearance of new development while achieving greater compatibility with existing single-family development. The transportation recommendations are intended to ameliorate the negative impacts of additional development on traffic flows on

Eastchester Drive. Land use recommendations are aimed at ensuring that Phase II of Eastchester Drive develops as a Corporate Office Gateway to the city by excluding manufacturing uses and limiting retail uses to the Eastchester Drive/ Wendover Avenue/Skeet Club Road intersection.

## **AESTHETIC RECOMMENDATIONS**

### **1. APPEARANCE STANDARDS:**

**DEVELOP APPEARANCE STANDARDS FOR ALL NEW OR RENOVATED NON SINGLE-FAMILY RESIDENTIAL BUILDINGS WITHIN THE EASTCHESTER/N.C HIGHWAY 68 SCENIC CORRIDOR OVERLAY DISTRICT.**

Aesthetic features of the Eastchester Drive Scenic Corridor Overlay Zone need to be updated. New provisions need to be introduced that includes architectural features, internally unified treatment of multi-tenant developments and land use design compatibility. Development plans would address several issues, which could include the following: building materials; color; building mass and orientation; roof pitch; common signage; parking and lighting. Developers will be expected to conform to the aesthetic criteria but will have right-of-appeal to City Council or the Board of Adjustment.

### **2. CONVERSION OF HOMES TO OFFICE USE:**

**DISCOURAGE THE CONVERSION OF HOMES TO OFFICE USE, EXCEPT ON SMALLER SITES IN CLOSE PROXIMITY TO LARGE RESIDENTIAL SUBDIVISIONS.**

The aim of such a policy is the continuation of moderate to high intensity office complexes in most of the Corridor. However, the conversion of homes to office use would be encouraged where there is significant residential development in close proximity to areas proposed for office use. In these areas relatively low intensity office buildings of a residential character would be harmonious. Areas where conversion of residences to office use

appears to be more appropriate include parcels along Eastchester Drive in close proximity to the Carol Bay and Timberlake subdivisions.

#### **TRANSPORTATION RECOMMENDATIONS**

##### **1. DEVELOP AND IMPLEMENT A DECELERATION LANE POLICY AND PLAN TO CONSERVE THE TRAFFIC CAPACITY OF EASTCHESTER DRIVE.**

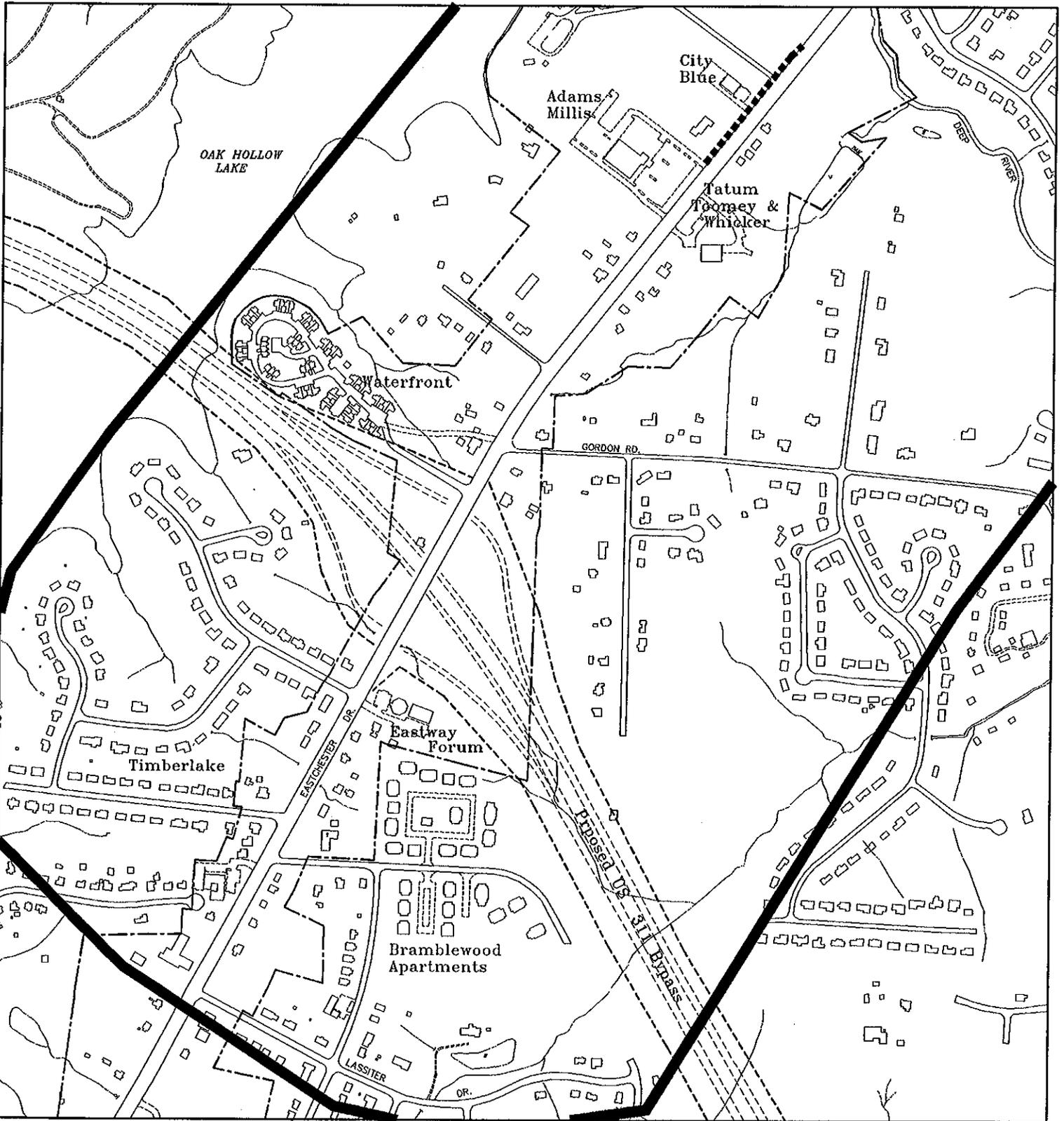
Based on the existing traffic speed and volumes as well as planned development in the Corridor, there is need for the city to develop a plan and policy on deceleration lanes which would include identifying the locations of critical deceleration lanes based on existing and proposed development, land use plans, proposed traffic generation, safety requirements, and land availability. This plan and policy should be implemented by the city's Department of Transportation. Probable locations are identified on maps 3-5, with additional lanes being required on an individual basis as new development warrants; and

##### **2. AMEND THE CITY'S THOROUGHFARE PLAN TO INCLUDE THE EXTENSION OF WILLARD AVENUE BETWEEN DEEP RIVER ROAD AND EASTCHESTER DRIVE.**

Development of the mostly undeveloped area between Deep River Road and Hickswood Road, east of the Eastchester Corridor, will likely result in unacceptable levels of traffic at the intersection of Deep River Road and Eastchester Drive. These levels will result from the lack of a direct east-west connection between Eastchester Drive and Penny Road, that the extension of Willard Avenue could alleviate.

##### **3. LIMIT FUTURE NONRESIDENTIAL ZONING CHANGES ONLY TO SITES WITH A MINIMUM 200 FOOT FRONTAGE ON EASTCHESTER DRIVE.**

The rationale for this policy is the need to minimize the number of access points to Eastchester Drive for nonresidential uses, thereby contributing to a smoother traffic flow. The efficient



**EASTCHESTER CORRIDOR PLAN PHASE II**

**Map 3**

-  Study Boundary
-  Proposed Deceleration Lane
-  Scenic Corridor Overlay District Boundary

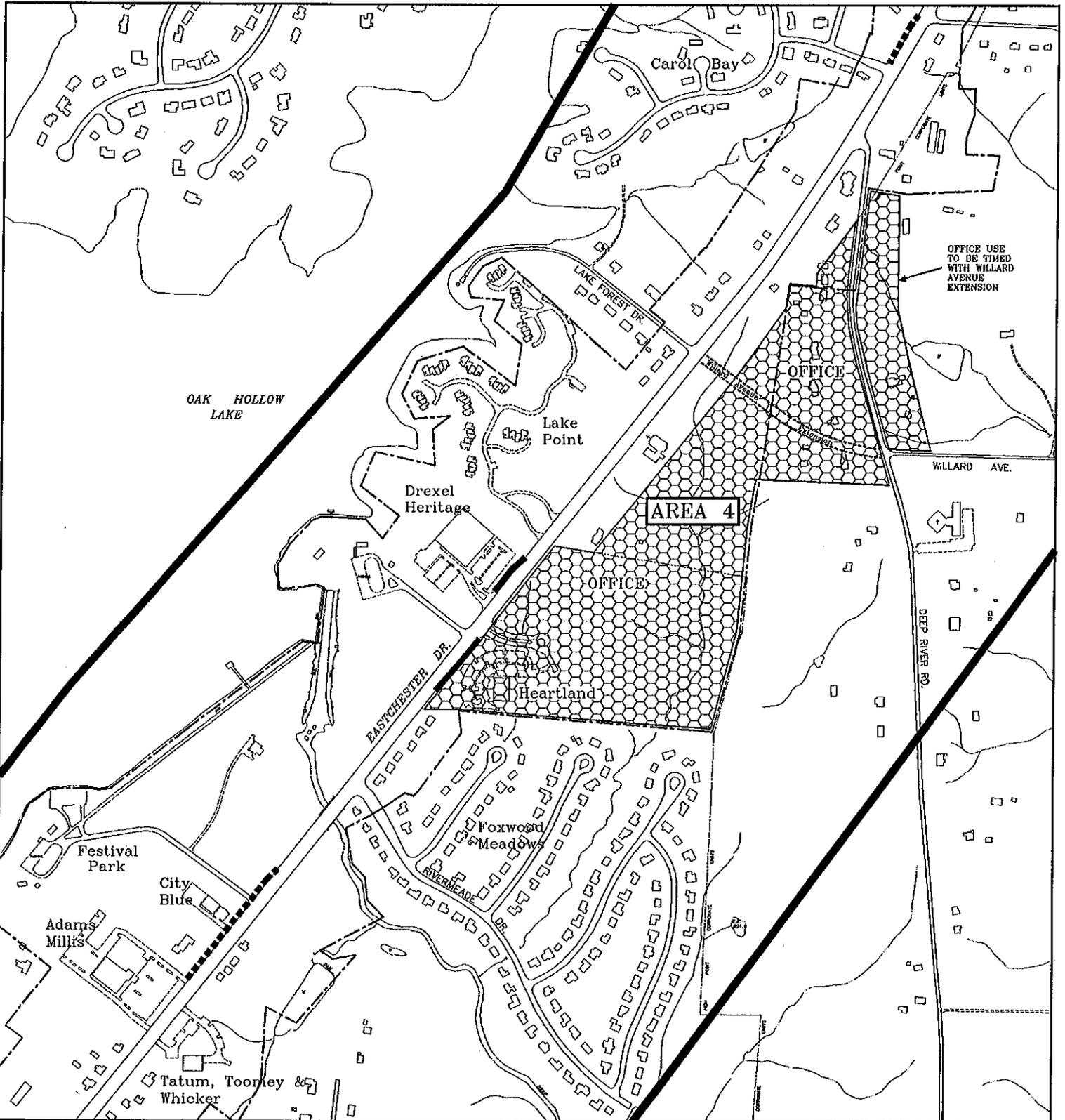
Department of Planning  
and Development

City of High Point

Date: April 4, 1994



Scale: 1" = 650'



**EASTCHESTER CORRIDOR PLAN PHASE II**

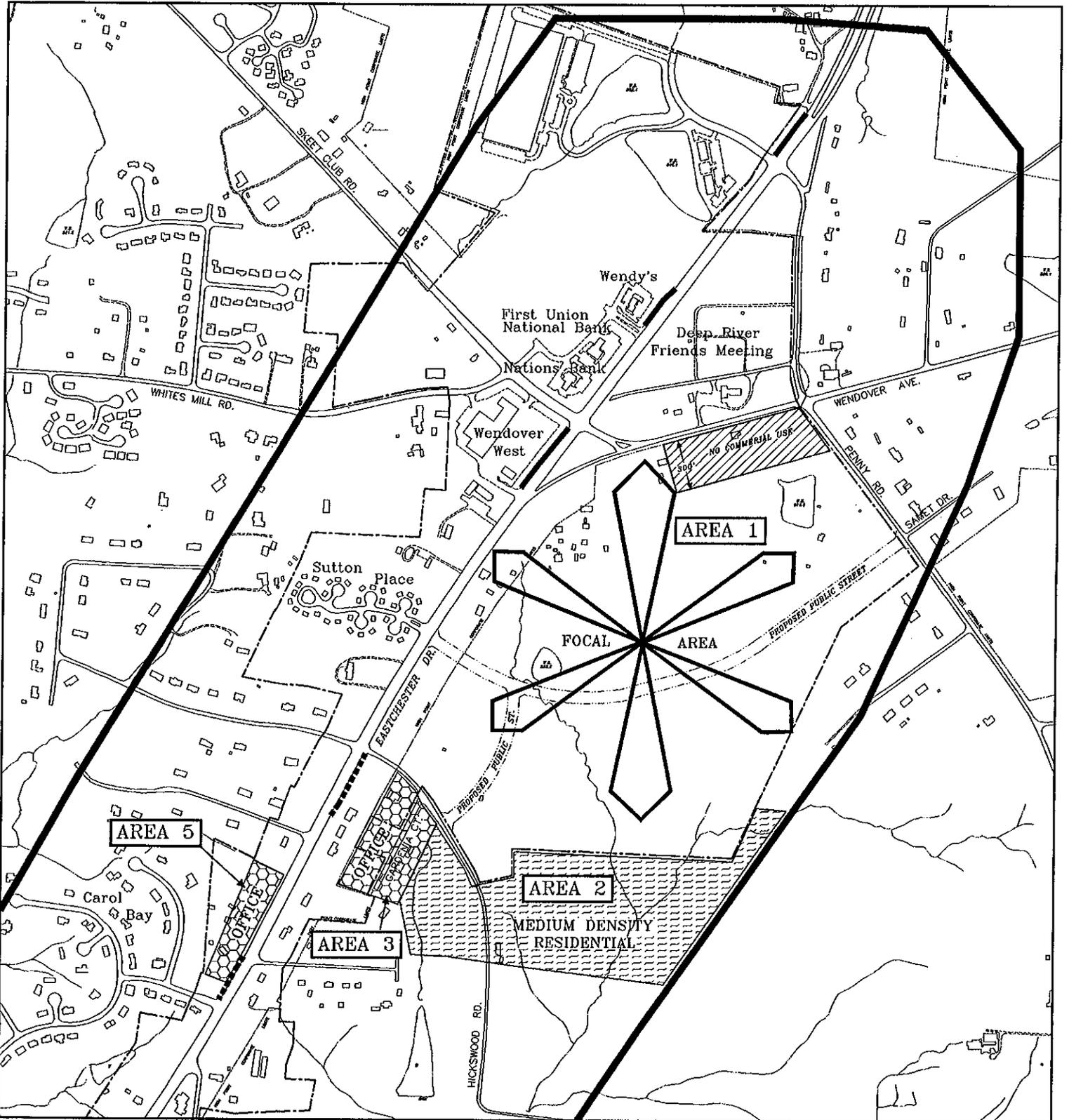
**Map 4**

-  Proposed Land Use Changes
-  Study Boundary
-  Existing Deceleration Lanes
-  Proposed Deceleration Lanes
-  Scenic Corridor Overlay District Boundary

Department of Planning and Development  
 City of High Point  
 Date: April 4, 1994



Scale: 1" = 700'

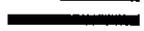


**EASTCHESTER CORRIDOR PLAN PHASE II**

Map 5



Proposed Land Use Changes



Study Boundary



Existing Deceleration Lanes



Proposed Deceleration Lanes



Scenic Corridor Overlay District Boundary

Department of Planning and Development

City of High Point

Date: April 4, 1994



Scale: 1" = 800'

functioning of Eastchester Drive as an entryway to the city would therefore be facilitated. This policy would also encourage larger scale nonresidential developments.

**4. REQUIRE DRIVEWAYS FOR CORNER LOTS TO BE FROM SIDE STREETS ONLY.**

Like the minimum frontage policy, this recommendation is another means of reducing unnecessary access points, or interruptions, to increasing traffic flows along Eastchester Drive.

**INTERIM LAND USE RECOMMENDATIONS**

**A. AREAS RECOMMENDED FOR CHANGE:**

Changes in land use projections proposed in the corridor plan update include 60 acres for office use and 28 acres for medium density residential use. Maps 4 and 5 show the different areas containing these acreages.

**AREA 1. EASTCHESTER/WENDOVER/PENNY ROAD FOCAL AREA.**

**DESIGNATE APPROXIMATELY 125 ACRES OF LAND LOCATED SOUTH OF THE INTERSECTION OF EASTCHESTER DRIVE, WENDOVER AVENUE, AND PENNY ROAD AS A FOCAL AREA.**

This focal area is targeted for a broad range of commercial, service, high-rise office, and high-density residential uses serving both the needs of the rapidly increasing number of people employed in the vicinity and the growing suburban residential neighborhoods. Only low-rise office or apartment uses are suggested for properties located adjacent or opposite to the Deep River Friend's Meeting property to ensure a harmonious relationship between new uses and the church. In keeping with a recommendation of the 1986 Eastchester Corridor Plan requiring additional setbacks for planned business uses adjacent to the Deep River Friends property, commercial development on these adjacent properties should be a minimum of 300 feet from their

property boundaries nearest the Deep River Friend's Meeting property (See Map 3). Suburban single-family residential development should be discouraged as this focal area is envisioned as a long-term transit corridor between High Point and Greensboro. High-density residential developments are necessary to provide a population density sufficient to support mass transit and carpooling.

A high standard of development in this area should be encouraged through development of large parcels, controlling outparcel development, and by limiting access points to Wendover Avenue and Eastchester Drive. A public street connecting Eastchester Drive (at Sutton Way) to Penny Road (at Samet Drive) will be required to serve the focal area. A public north-south roadway tying Hickwood Road to the Eastchester Drive-Penny Road connector is also proposed. These road proposals conform with the recommendations of the 1986 Eastchester Corridor Plan with respect to the establishment of new roads to provide a mandatory alternate means of access to new developments located along Eastchester Drive, NC 68, Wendover Avenue and Penny Road. Pedestrian and bicycle traffic should also be encouraged through development of interior pathways and connection to a future greenway proposed to lead southward to the Deep River.

#### **AREA 2. HICKSWOOD ROAD.**

**DESIGNATE 28 ACRES OF LAND LOCATED EAST OF HICKSWOOD ROAD AND SOUTH OF THE FOCAL AREA FOR MEDIUM DENSITY RESIDENTIAL USE.**

This area is proposed to serve as a transition between the projected high intensity uses of the focal area and low density residential uses projected to occur to the south along Hickwood Road.

#### **AREA 3. GARDENIA COURT.**

**DESIGNATE 5 ACRES ALONG GARDENIA COURT FOR OFFICE USE.**

This designation would complement the intensive mixed use of the focal area and also facilitate the combination of smaller lots

fronting on Eastchester Drive with lots which front on the western side of Gardenia Court.

**AREA 4. EASTCHESTER DRIVE/DEEP RIVER ROAD/WILLARD ROAD AREA.**

**DESIGNATE 55 ACRES ON BOTH SIDES OF DEEP RIVER ROAD, BETWEEN EASTCHESTER DRIVE AND WILLARD ROAD FOR OFFICE USE.**

This recommendation encourages the combination of land on Deep River Road with smaller tracts fronting on Eastchester Drive designated for office development. As Deep River Road nears its intersection with Eastchester Drive, this combination of land appears necessary to allow adequate room for office development. Office use is also proposed on the eastern side of Deep River Road, north of Willard Avenue. However, office development on the east side should not occur until Willard Road is extended to Eastchester Drive. This area also includes 25 acres already zoned for office use and developed with the Heartland building that was mistakenly shown for residential use on the 1992 Land Use Plan map.

**AREA 5: PORSHA LANE/PLAINVIEW DRIVE AREA**

**DESIGNATE 3 ACRES ON THE WEST SIDE OF EASTCHESTER DRIVE BETWEEN PORSHA LANE AND PLAINVIEW DRIVE FOR OFFICE USE.**

A reexamination of the parcels in this area indicates that office use seems the most appropriate in the long term like most of the frontage parcels surrounding this location.

**B. AREA NOT RECOMMENDED FOR CHANGE:**

**U.S 311 Bypass Interchange:** The present designation for General Office use at the intersection of Eastchester Drive and the proposed U.S 311 Bypass is to be retained because of concern that commercial use at this location would hinder the future efficiency of the interchange and possibly lead to the spread of commercial uses in the area.

## GREENWAY CROSSING

CONSTRUCT A CROSSING UNDER THE DEEP RIVER BRIDGE AT EASTCHESTER DRIVE AT THE APPROPRIATE TIME TO FACILITATE COMPLETION OF THE LAKE-TO-LAKE TRAIL FROM OAK HOLLOW LAKE TO CITY LAKE.

Consideration needs to be given to the following steps for constructing the required crossing:

(i) request the North Carolina Department of Transportation to include the crossing within the Bikeway component of its Transportation Improvement Program; and

(ii) request businesses located in this section of Eastchester Drive near the Deep River to contribute to or construct spur trails from their businesses to the Lake-to-Lake greenway.

## APPENDIX

### UPDATE

#### STUDY AREA

The area which is the subject of this update extends from Lassiter Drive to Penny Road, the 1300-2600 blocks of Eastchester Drive.

#### REVISIONS TO THE PLAN

The major land use change in this phase occurred in 1987 with minor land use changes occurring in 1992. The 1987 land use change involved the majority of land with frontage on the section of Eastchester Drive extending from Lassiter Drive to Hickwood/meadowlark Road. This area changed from low and moderate density residential use to predominantly an office designation.

The changes associated with the revised Land Use Plan adopted January 1992 include:

- (1) The area located northwest of the intersection of N.C.68 and Skeet Club Road changing from an Office/Institutional to Commercial designation;
- (2) The Deep River Friend Meeting property bounded by Wendover Avenue, Penny Road, and N.C.68 changing from Open Space to an Institutional designation; and
- (3) The area located between Meadowlark Road and Whites Mill Road changing from Medium-Density Residential and Planned Business to Low-Density Residential, Office and Commercial uses

## **DEVELOPMENTS SINCE 1986**

Since 1986, seventeen (17) businesses covering a range of commercial activities comprise the new nonresidential developments in this section of the corridor. Total floor space amounts to 530,518 square feet with a building construction value of \$17,177,577. These businesses include: Eastway Forum, Tatum, Toomey and Whicker, Adam Millis, City Blue, Pilliod Cabinet Company, Heartland, Wendover West Shopping Center, Deep River Pointe, Lineage Home Furnishings, NCNB, First Union, and Wendy's. A Drexel-Heritage furniture showroom has just been completed (See Table I). Prior to 1986, there were three (3) existing businesses along this portion of Eastchester Drive.

## **ZONING AMENDMENTS**

There have been twenty-one (21) zoning amendments approved in the study area since 1986 (See Table II). These amendments included eleven (11) to General Office use, one (1) to Limited Office, one (1) to Highway Business, one (1) to Planned Unit Development - Limited, one (1) to single-family residential, two (2) to Shopping Center, One (1) to Corporate Park, one (1) to General Office and Limited Business and one (1) to multi-family (RS-12). Five (5) of the rezoned sites are vacant. Three (3) sites have single-family residences located on them.

## **IMPLEMENTATION OF 1986 RECOMMENDATIONS**

A number of recommendations regarding Land Use, Transportation, the Environment, Aesthetics and Administration were adopted for Phase I of the 1986 plan which then included this section of Eastchester Drive. Many of these recommendations have been either fully or partially implemented. Some of the recommendations that have not been implemented may no longer be relevant. The status of recommendations pertinent to this section of Eastchester Drive not covered by the 1994 Phase I update includes:

## Land Use

(1) The recommendations to limit office uses to well defined areas on the Land Use Plan and where possible to use office developments as buffers between residential and commercial areas, are being implemented. However one site (# 1925 Eastchester Drive) located in the designated office area was rezoned to Conditional Use-Planned Unit Development-Limited to allow a combination of corporate offices and furniture showrooms in an area designated office use.

(2) The recommendation to limit commercial uses to well separated clusters, located at major intersections is being implemented by limiting the Shopping Center District to the Eastchester Drive/Wendover Avenue/Skeet Club Road intersection.

## Transportation

The establishment of new roads in appropriately located, largely undeveloped areas, to provide alternative means of access to new developments located along Eastchester Drive, NC 68, Wendover Avenue, Penny Road and Skeet Club Road has not been implemented to date.

## Environment and Aesthetics

(1) Frontage buffer requirements of an average of 20 feet on Eastchester Drive between Main Street and Hickswood Road and 40 feet between Hickswood and Penny Road, and on intersecting side streets 10 feet between Main and Hickswood and 20 feet between Hickswood and Skeet Club Roads, are being implemented under the requirements of the Eastchester Drive Overlay Zone adopted in 1986 and continue with the Scenic Corridor Overlay District Landscape Requirements of the 1992 Development Ordinance.

(2) The establishment of an impervious surface coverage limit in the northern areas of the East Fork Basin has been implemented through Watershed Regulations.

(3) A recommendation of the 1986 Eastchester Corridor Plan has been to encourage all property owners having land in the 100 year floodplain and requesting rezoning and/or subdivision to offer dedication to the City of High Point greenways system. This recommendation has been implemented along this section of the corridor.

(4) Prohibiting hazardous and toxic waste generators in the watershed and regulating these materials according to a hazardous waste management plan has been implemented through the 1992 Development Ordinance for the City of High Point.

(5) Preparation and Enforcement of a Sediment Control Plan for the East Fork Basin in this area has not been undertaken.

#### **EASTCHESTER/WENDOVER/PENNY ROAD FOCAL AREA - BACKGROUND**

The property generally bounded by Eastchester Drive, West Wendover Avenue, Penny Road and Hickswood Road has long been regarded as one of the city's prime development parcels, situated as it is at the juncture of two important gateways to High Point. It has been the subject of three large-scale development proposals.

The initial plan (1987) encompassing the bulk of this property was presented by General Growth Companies. The plan consisted of a 750,000 square foot regional mall on a 112-acre site and a number of outparcels which conformed to the 1986 Eastchester Corridor Plan designated land use of Planned Business. The rezoning needed for the development to proceed was granted by the City Council in October 1987. As part of the rezoning, General Growth proposed to construct a public street between Penny Road at Sanet Drive to Eastchester Drive at Hickswood Road.

In January 1988, CBL Associates announced plans for a somewhat larger mall near the intersection of Eastchester Drive and Johnson Street. Because High Point cannot support two regional malls, General Growth withdrew its proposal but the conditional use shopping center (CU SC) zoning of the property remained.

For several years thereafter, no significant development plans were submitted for the site. In 1993 Wendover Landing Partners submitted a rezoning request which proposed to rezone 95 acres from CU SC to Conditional Use Planned Unit Development -Mixed (CU PDM). This proposal had provisions for a mix of retail, office, and multi-family development on eight individual lots integrated by an internal transportation system. Although the Planning and Zoning Commission recommended approval of the proposal, the petition was withdrawn.

The Partnership returned in 1994 with a plan for a smaller amount of land (60 acres). The current proposal is for a less flexible mix of standard shopping center, office and multi-family residential districts. This makes coordinated development, under a unified design scheme, of the entire area more problematic, especially in light of the fact that the property fronting on Penny Road is no longer a part of the plan. This request was also recommended by the Planning and Zoning Commission. However, the petition was again withdrawn by Wendover Landing since it did not appear that it would be approved by City Council.